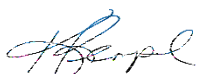


# Business Administration

Course Number:	<b>BUAD 480</b>
Course Title:	STRATEGIC MANAGEMENT II
Credits:	3
Calendar Description:	This course builds of the strategy concepts introduced in Strategic Management I and is organized into two parts. Part 1 explores emerging issues related to strategic management in the 21st century. The focus is on those disruptive forces that are triggering transformational change in business. During this part of the course students will conduct strategic analysis on a variety of cases and formulate strategy related to transformational change. Part 2 of the course deals with strategy execution. During this part of the course students will prepare an implementation plan to successfully execute their chosen strategy.
Semester and Year:	<b>WINTER 2021</b>
Prerequisite(s):	Minimum grade of 60% in BUAD 340
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective for BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	September 1999
EDCO Approval:	January 2014
Chair's Approval:	

**Professors**

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**Learning Outcomes**

<p>Upon successful completion of this course, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how major disruptive forces such as anti-globalization, technology advancement, environmentalism, and corporate social responsibility can trigger industry transformational change</li> <li>• Apply case analysis methodology to solve disruptive business problems and make managerial decisions</li> <li>• Apply competitive analysis techniques (e.g. SWOT, portfolio analysis, stakeholder analysis, industry segmentation, critical success factor analysis, value chain analysis, building sustainable competitive advantage)</li> <li>• Prepare a strategic plan for an existing organization</li> <li>• Effectively execute strategy through the use of performance measurement and control systems (e.g. the balanced scorecard, diagnostic control systems, strategic risk management)</li> </ul>
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**Course Objectives**

<p>This course will cover the following content including: See course schedule</p>
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**Evaluation Procedure**

Assignments		30%
Assignment 1 – Team Charter	5%	
Assignment 2 – Weekly Case Analysis (5 total)	25%	
Team Case Analyses		35%
Written Submissions – See schedule	20%	
Oral Presentation – See schedule	15%	
Exams and Quizzes		35%
Midterm Exam	25%	
Balanced Scorecard Quiz	10%	
	<b>TOTAL</b>	<u><u>100%</u></u>



**Notes (con't)**

**Exams and Quizzes** (35% of grade)

During the term, there will be a mid-term examination (25 marks) and a Balanced Scorecard quiz (10 marks). There is no final examination because of the time required to develop the strategic plan, which is the major project for the course. The examinations are to test your comprehension of strategic management concepts, and your application of critical thinking and problem-



